

IN THE CLAIMS

Please amend the claims as follows:

168. (CURRENTLY AMENDED) A system for displaying programming to a user, the system comprising:

5 a printed advertisement having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said feature and a means for transmitting a coded signal in response to the recognition
10 of said feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal, wherein said programming material is related to said printed advertisement; and

15 a display unit for presenting said programming material.

169. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said at least one machine recognizable feature
20 has associated therewith a data link which is recognized by said feature recognition unit.

170. (PREVIOUSLY PRESENTED) A system as defined in claim 169 wherein said data link comprises an image data link.

171. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises a video data link.

172. (PREVIOUSLY PRESENTED) A system as defined in claim
5 169 wherein said data link comprises a programming data
link.

173. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises a sound data link.

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174. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an online data link.

175. (PREVIOUSLY PRESENTED) A system as defined in claim
15 169 wherein said data link comprises an online shopping
data link.

176. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises a pictorial data
20 link.

177. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an electronic data
link.

178. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an electronic media
link.

5 179. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an "information
superhighway" data link.

180. (PREVIOUSLY PRESENTED) A system as defined in claim
10 179 wherein said "information superhighway" data link
comprises the internet.

181. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
15 comprises the world wide web.

182. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a computer network.

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183. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises an ISDN network.

184. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a telephone line.

5 185. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a CATV line.

186. (PREVIOUSLY PRESENTED) A system as defined in claim
10 179 wherein said "information superhighway" data link
comprises a local area network.

187. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
15 comprises a wide area network.

188. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a data communications network.

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189. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises an Internet Product Service Directory.

190. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a globally based digital communications network.

5 191. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a wireless network link.

192. (PREVIOUSLY PRESENTED) A system as defined in claim
10 179 wherein said "information superhighway" data link
comprises a Wireless Application Protocol internet.

193. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
15 comprises an ethernet network.

194. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a RF cellular network.

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195. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a bar code.

196. (PREVIOUSLY PRESENTED) A system as defined in claim
195 wherein said bar code comprises a Universal Product
Code.

5 197. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible bar code.

198. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a magnetic code.

199. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a printed character.

200. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a symbol.

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201. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a pictorial icon.

202. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible indicia.

5 203. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a two-dimensional figure.

204. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises an icon.

205. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises an invisible icon.

206. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a watermark.

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207. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible watermark.

208. (PREVIOUSLY PRESENTED) A system as defined in claim
207 wherein said invisible watermark comprises a digital
watermark.

5 209. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a series of alphanumeric characters.

210. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a binary code.

211. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a digital watermark.

212. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a magnetic strip.

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213. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a code.

214. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an online shopping product code.

5 215. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a home shopping product code.

216. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises an online shopping service code.

217. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a home shopping service code.

218. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an analog pattern.

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219. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a hieroglyphic character.

220. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said programming material comprises
information.

5 221. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said programming material comprises a service.

222. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service includes displaying promotional
10 programming on said display unit of said user.

223. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service includes conducting an interaction
with said user via a telephone.

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224. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service includes conducting an interaction
between a plurality of users via an online communication
chat link.

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225. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a personal
computer.

226. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said personal computer comprises a laptop
computer.

5 227. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a television.

228. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a device containing
10 a microprocessor.

229. (PREVIOUSLY PRESENTED) A system as defined in claim
228 wherein said device containing a microprocessor is
hand-held.

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230. (PREVIOUSLY PRESENTED) A system as defined in claim
228 wherein said device containing a microprocessor is
portable.

20 231. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a personal digital
planner.

232. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an internet
appliance.

5 233. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a cellular
telephone.

234. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said display unit comprises a wireless
communication device.

235. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a simulated book.

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236. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an intelligent
terminal.

20 237. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a web-based
television.

238. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a pager.

239. (PREVIOUSLY PRESENTED) A system as defined in claim
5 168 wherein said display unit comprises an Internet-enabled
telephone.

240. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said recognition unit is selected from a group
10 consisting of a hand-held unit, a scanner, a bar code
scanner, an optical code reader, an optical reader, a
personal camera, a personal computer reader, a digital
camera, a digital mouse and an optical mouse.

15 241. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit is linked to a personal
computer.

242. (PREVIOUSLY PRESENTED) A system as defined in claim
20 240 wherein said recognition unit is linked to a wireless
interface.

243. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said wireless interface comprises a wireless
network.

5 244. (PREVIOUSLY PRESENTED) A system as defined in claim
243 wherein said wireless network comprises a cellular
network.

245. (PREVIOUSLY PRESENTED) A system as defined in claim
10 242 wherein said wireless interface comprises a cellular
telephone.

246. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said wireless interface comprises a pager.

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247. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said wireless interface comprises a wireless
personal computer.

20 248. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said wireless interface comprises a personal
digital assistant.

249. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit is linked to a personal
digital assistant.

5 250. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit is linked to an Internet
appliance.

251. (PREVIOUSLY PRESENTED) A system as defined in claim
10 240 wherein said recognition unit is linked to a television
set.

252. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit comprises a portion of a
15 cellular telephone.

253. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit comprises a portion of a
personal digital assistant.

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254. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit comprises a portion of a
remote control unit.

255. (PREVIOUSLY PRESENTED) A system as defined in claim 240 wherein said recognition unit comprises a portion of a handwriting implement.

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256. (PREVIOUSLY PRESENTED) A method of providing a user access to programming material, comprising the steps of:

printing a machine recognizable feature within an advertisement;

10 scanning said machine recognizable feature of said advertisement; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said advertisement.

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257. (PREVIOUSLY PRESENTED) The method of claim 256 wherein said communication link includes the Internet.

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258. (CURRENTLY AMENDED) The method of claim 256 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon,

invisible indicia, two-dimensional figure, ~~icon~~, invisible
icon, watermark, invisible watermark, digital watermark,
series of alphanumeric characters, binary code, ~~digital~~
~~watermark~~, magnetic strip, code, analog pattern, and
5 hieroglyphic character.

259. (PREVIOUSLY PRESENTED) A method of providing a user
access to supplemental programming material associated with
a advertisement, comprising the steps of:

10 printing a machine recognizable feature within said
 advertisement, wherein said machine recognizable
 feature has associated therewith a command
 sequence for accessing programming material;
 scanning said machine recognizable feature within said
15 advertisement and downloading data indicative of
 said machine recognizable feature via the
 Internet to a remote server;
 accessing programming material from said remote
 server; and
20 transmitting said programming material to said user
 allowing said user to perceive said programming
 material in a humanly perceivable form, wherein
 said programming material is related to said
 advertisement.

260. (PREVIOUSLY PRESENTED) The method of claim 259 wherein said programming material comprises multimedia.

5 261. (CURRENTLY AMENDED) The method of claim 259 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure,
10 ~~icon~~, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~, magnetic strip, code, analog pattern, and hieroglyphic character.

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